A9095-2

REPORT OF January 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	158.1	− 61.3	− 27.9			
1985	219.4	+ 76.5	+ 53.5			
1984	142.9					
CUMULATIVE						
1986	158.1	− 61.3	− 27.9			
1985	219.4	+ 76.5	+ 53.5			
1984	142.9					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	827.8	− 445.7	− 35.0			
1985	1273.5	+ 499.9	+ 64.6			
1984	773.6					
CUMULATIVE						
1986	827.8	− 445.7	− 35.0			
1985	1273.5	+ 499.9	+ 64.6			
1984	773.6					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH January 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1												158.1
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	219.4
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	142.9
1986 CUMULATIVE YTD	158.1												
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8												827.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	1273.5
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	773.6
1986 CUMULATIVE YTD	827.8												
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8												17.8
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	18.9
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	7.0
ORDERS ON HAND (End of Month)													
1986	1026.5												1026.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1222.5
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	719.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
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COMPANIES PARTICIPATING - 45 JANUARY 1986

Bachmann Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Lego
Little Tikes
Lionel (Fundimensions)
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Ohio Art
Park Plastics
Parker Brothers
Placo
Playmate Toys
Power Wheels (Pines of America)
Pressman Toy
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Steven
Skilcraft
Tomy
Tonka
Tyco

NOT PARTICIPATING: Revell
TSR, Inc.

Note: Nu-Cushion, Wham-O, CBS Toys and Leisure Dynamics are no longer submitting figures